

REMARKS

This application has been carefully reviewed in light of the Office Action dated March 31, 2009. Claim 418, which is independent, remains in the application, with Claim 419 having been canceled herein. Reconsideration and further examination are respectfully requested.

The abstract has been objected to. Specifically, the Office Action alleged that the invention is directed to what is known in the industry as "automatic paste up" but the abstract is directed to reducing the cost of printing by including advertisements. The latter is true, while the former certainly is not. The invention is indeed directed to reducing the cost of printing based on the inclusion of advertisements. Thus, the objection is traversed. Nonetheless, a new abstract has been provided herein to be more commensurate with the presently claimed invention. Accordingly, reconsideration and withdrawal of the objection are respectfully requested.

Claims 418 and 419 were rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 5,911,146 (Johari) in view of "ALEXIS" An Intelligent Layout Tool for Publishing" (Chew). Reconsideration and withdrawal of the rejections are respectfully requested.

Referring specifically to Claim 418, the invention is directed to an image forming system comprising an advertiser apparatus, an information control apparatus and an image forming apparatus, wherein the advertiser apparatus provides advertisement data, the information control apparatus manages output information, and the image forming apparatus prints print data generated from the output information and the advertisement data and charges for printing of the print data so that a printing fee for printing of the

output information is reduced in accordance with the printing of the advertisement data.

The advertiser apparatus executes a program that performs the steps of inputting an advertisement size of the advertisement data to be printed, and transmitting the advertisement data and the input advertisement size thereof to the information control apparatus. The information control apparatus executes a program that performs the steps of i) receiving a designation of a print sheet size and the output information, the designation being provided in accordance with a user's operation, ii) determining a layout which corresponds to a type of the output information designated in the designation receiving step, to secure an advertisement area for printing the advertisement data on the determined layout, iii) selecting the advertisement data from the advertisement data transmitted to the information control apparatus in the advertisement data transmitting step, in accordance with the size of the advertisement area secured in the layout determining step, and at least one of a number of times of printing the advertisement data, a unit price of the advertisement data, print position settings of the advertisement data, a size adjusting method of the advertisement data, and an arrangement orientation of the advertisement data, iv) generating the print data by laying out the output information designated in the designation receiving step and the advertisement data selected in the advertisement data selecting step in accordance with the layout determined in the layout determining step, and v) adding print data of a bar code indicating a print fee for printing of the output information, which is reduced in accordance with the advertisement data being printed, to the print data generated in the print data generating step.

The applied art, alone or in any permissible combination, is not seen to disclose or to suggest the features of Claim 418, and in particular, is not seen to disclose or

to suggest at least the features of an information control apparatus i) determining a layout which corresponds to a type of designated output information, to secure an advertisement area on the determined layout, ii) selecting the advertisement data from the advertisement data transmitted to the information control apparatus, in accordance with the size of the advertisement area secured in the layout determining step, and at least one of a number of times of printing the advertisement data, a unit price of the advertisement data, print position settings of the advertisement data, size adjusting method of the advertisement data and arrangement orientation of the advertisement data, iii) generating print data by laying out the designated output information and the selected advertisement data in accordance with the determined layout, and iv) adding print data of a bar code indicating a print fee for printing of the output information, which is reduced in accordance with the advertisement data being printed, to the generated print data.

Johari is merely seen to disclose a system that performs automatic pagination and layout of yellow pages for a commercial telephone directory. Text and advertisements to be included in the yellow pages are ordered in two distinct data streams. A possible layout is determined by randomly setting parameters for advertisements and pagination, whereby the pages are then laid out and a revisions are then made. However, Johari is not seen to teach the specific features of the invention, and in particular, is not seen to disclose or to suggest at least the features of an information control apparatus i) determining a layout which corresponds to a type of designated output information, to secure an advertisement area on the determined layout, ii) selecting the advertisement data from the advertisement data transmitted to the information control apparatus, in accordance with the size of the advertisement area secured in the layout determining step, and at least

one of a number of times of printing the advertisement data, a unit price of the advertisement data, print position settings of the advertisement data, size adjusting method of the advertisement data and arrangement orientation of the advertisement data, iii) generating print data by laying out the designated output information and the selected advertisement data in accordance with the determined layout, and iv) adding print data of a bar code indicating a print fee for printing of the output information, which is reduced in accordance with the advertisement data being printed, to the generated print data.

Chew is not seen to make up for the deficiencies of Johari. In this regard, Chew is merely seen to disclose a system for automating the layout of advertisements for a newspaper. Chew is not, however, seen to teach anything that, when combined with Johari, would have resulted in the features of an information control apparatus i) determining a layout which corresponds to a type of designated output information, to secure an advertisement area on the determined layout, ii) selecting the advertisement data from the advertisement data transmitted to the information control apparatus, in accordance with the size of the advertisement area secured in the layout determining step, and at least one of a number of times of printing the advertisement data, a unit price of the advertisement data, print position settings of the advertisement data, size adjusting method of the advertisement data and arrangement orientation of the advertisement data, iii) generating print data by laying out the designated output information and the selected advertisement data in accordance with the determined layout, and iv) adding print data of a bar code indicating a print fee for printing of the output information, which is reduced in accordance with the advertisement data being printed, to the generated print data.

In view of the foregoing deficiencies of the applied art, Claim 418 is believed to be allowable.

No other matters having been raised, the entire application is believed to be in condition for allowance and such action is respectfully requested at the Examiner's earliest convenience.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office by telephone at (714) 540-8700. All correspondence should continue to be directed to our address given below.

Respectfully submitted,

/Edward Kmett/

Attorney for Applicants
Edward A. Kmett
Registration No. 42,746

FITZPATRICK, CELLA, HARPER & SCINTO
30 Rockefeller Plaza
New York, New York 10112-3801
Facsimile: (212) 218-2200

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